

FOR IMMEDIATE RELEASE:

CONTACT:

This headline is one of the most important components of the press release as this needs to "grab the attention" of the editor. It should be in bold type and a font that is larger than the body text. Preferred type fonts are Arial, Times New Roman, or Verdana. Keep the headline to 80-125 characters maximum. Capitalize every word with the exception of "a", "the" "an" or any word that is three characters or less.

_____ - Your first paragraph of the release should be written in a clear and concise manner. The opening sentence contains the most important information; keep it to 25 words or less. Never take for granted that the reader has read your headline. It needs contain information that will "entice" the reader. Remember, your story must be newsworthy and factual; don't make it a sales pitch or it will end up in the trash.

Answer the questions "who", "what", "when", "where", "why" and "how". Your text should include pertinent information about your product, service or event. If writing about a product, make sure to include details on when the product is available, where it can be purchased and the cost. If you're writing about an event, include the date, location of the event and any other pertinent information. You should include a quote from someone that is a credible source of information; include their title or position with the company, and why they are considered a credible source. Always include information on any awards they have won, articles they've published or interviews they have given.

Keep your sentences and paragraphs short; a paragraph should be no more than 3-4 sentences. Your release should be between 500 to 800 words, written in a word processing program, and spell checked for errors. Don't forget to proofread for grammatical errors. The mood of the release should be factual, not hyped; don't use a sales pitch as it will ruin your credibility with the reader.

The last paragraph before the company information should read: For additional information on (put in the subject of this release), contact "name" or visit www.yoururl.com. If you offer a sample, copy or demo, put the information in here. You can also include details on product availability, trademark acknowledgment, etc. in this area of the release.

_____ - Include a brief description of your company along with the products and services it provides.

- END -

At the end of the release, you need to indicate that the release is ended. This lets the journalists know they have received the entire release. Type "End" on the first line after your text is completed. If your release goes over one page, type "MORE" at the bottom of the first page.